

Flight Dates 09/13/12-09/17/12

Order Sep 00:20:00

Product Estimate # 1768

OFA Sked A 9.13-9.17 Alt Order # 310812 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 09/12/12 09/14/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Obama / Democrat / Preside

1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

Washington, DC 20007

Demographic A35+ Agency GMMB Inc

Rev Codes POL **POL** CAND **Buying Contact**

Sales Office EWSDC Product Codes PL Sales Region NAT Priority P-1

1010 Wisconsin Avenue - Suite #80 Advertiser Ref Agency Ref 2 Washington, DC 20007

Primary Account Executive

Marta Salazar-Perren

Account Executive Order% Start Date **End Date**

Marta Salazar-Perren 100%

Gradi Gridio 70	manter raide	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Market Value

Order Share %

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount 0.00 08/27/12 \$27,267.00 September 2012 45 \$23,176.95 \$27,267.00 09/17/12 45 \$23,176.95 45 0.00 Totals \$23,176.95 \$27,267.00

											Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WPTV	09/13/12	2 09/17/12	M-F 5-6a M-F 5-6a	СМ	5-6a	M TF	:30	2	\$120.00 P-3	0.00 NM	2	\$240.00
Star Week: 09/	rt Date 11/12	End Date 09/17/12	Weekdays M TF	Spots/Week 2	<u>Rate</u> \$120.00	Rating 0.00						
N 2 WPTV	09/13/12	2 09/17/12	M-F 6-7a M-F 6-7a	СМ	6-7a	TF	:30	1	\$725.00 P-1	0.00 NM	1	\$725.00
Star Week: 09/	rt Date 11/12	End Date 09/17/12	<u>Weekdays</u> TF	Spots/Week 1	Rate \$725.00	Rating 0.00						
N 3 WPTV	09/13/12	2 09/17/12	M-F 6-7a M-F 6-7a	СМ	6-7a	M	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00





Contract / Revision 310812 Flight Dates 09/13/12-09/17/12 Hiatus Dates

<u>Original Date / Revision</u> 09/12/12/ 09/14/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked A 9.13-9.17 Estimate # 1768

										Tot	
Ln Ch Sta		Inventory Code	e Break		Time Days	Len Sp	ots	Rate Pri		Spots	Amount
N 3 WPTV 09/1	3/12 09/17	/12 M-F 6-7a M-F 6-7a	СМ	6-7a	M	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Start Dat Week: 09/11/12			Spots/Week	Rate \$450.00	Rating 0.00						
N 4 WPTV 09/1		/12 M-F 7-9a	СМ	7-9a	M TF	:30	1	\$750.00 P-1	0.00 NM	1	\$750.00
Start Dat	e End Da		Spots/Week	Rate	Rating						
Week: 09/11/12			1	\$750.00	0.00						
N 5 WPTV 09/1	3/12 09/17	/12 M-F 7-9a M-F 7-9a	СМ	7-9a	M TF	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
Start Dat Week: 09/11/12			Spots/Week 1	Rate \$400.00	Rating 0.00						
N 6 WPTV 09/1			CM	7-8a	S-	:30	1	\$450.00 P-1	0.00 NM	1	\$450.00
		Sa 7-8a				.00	•	ψ.ισσίσσι	0.00	•	ψ.00.00
Start Dat Week: 09/11/12			Spots/Week 1	Rate \$450.00	Rating 0.00						
N 7 WPTV 09/1	6/12 09/16	/12 Su 7-8a Su 7-8a	СМ	7-8a	S	:30	1	\$275.00 P-1	0.00 NM	1	\$275.00
Start Dat Week: 09/11/12		te Weekdays	Spots/Week	<u>Rate</u> \$275.00	Rating 0.00						
N 8 WPTV 09/1		_	CM	9-10a	M TF	:30	2	\$400.00 P-1	0.00 NM	2	\$800.00
		M-F 9-10a			-12 -2-			*		_	*******
Start Dat Week: 09/11/12			Spots/Week 2	Rate \$400.00	Rating 0.00						
N 9 WPTV 09/1	3/12 09/17	/12 M-F 10-11a M-F 10-11a	СМ	10-11a	M TF	:30	2	\$325.00 P-1	0.00 NM	2	\$650.00
Start Dat Week: 09/11/12			Spots/Week 2	Rate \$325.00	Rating 0.00						
N10 WPTV 09/1			CM	11a-12p	M TF	:30	1	\$135.00 P-3	0.00 NM	1	\$135.00
		M-F 11-12n		_				,			,
Start Dat Week: 09/11/12		_	Spots/Week 1	Rate \$135.00	Rating 0.00						
N11 WPTV 09/1	3/12 09/17	/12 M-F 12-1pm M-F 12n-1p	CM	12-1p	M TF	:30	3	\$125.00 P-3	0.00 NM	3	\$375.00
Start Dat	e End Da	ite <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/11/12			3	\$125.00	0.00			*		_	
N12 WPTV 09/1	3/12 09/17	/12 M-F 1-2p M-F 1-2p	СМ	1-2p	M TF	:30	2	\$116.00 P-3	0.00 NM	2	\$232.00
Start Dat Week: 09/11/12			Spots/Week 2	Rate \$116.00	Rating 0.00						
N13 WPTV 09/1	5/12 09/15	/12 Sa 8-10a Sa 8-10a	СМ	8-10a	S-	:30	1	\$550.00 P-1	0.00 NM	1	\$550.00
Start Dat		ite Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/12 N14 WPTV 09/1			CM	\$550.00 9-10a	0.00	:30	1	\$1,200.00 P-1	0.00 NM	1	\$1,200.00
		Su 9-10a				.50	'	ψ1,200.00 F-1	U.UU INIVI	'	ψ1,200.00
Start Dat Week: 09/11/12			Spots/Week 1	Rate \$1,200.00	Rating 0.00						
N15 WPTV 09/1		/12 M-F 4p-5p	CM	4-5p	M TF	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
Start Dat	e End Da	M-F 4p-5p te Weekdays	Spots/Week	Rate	Rating						
					<u>_</u>				•	-	





Contract / Revision 310812 Flight Dates 09/13/12-09/17/12 Hiatus Dates

<u>Original Date / Revision</u> 09/12/12/ 09/14/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked A 9.13-9.17 Estimate # 1768

Ln Ch Start End	Inventory Code	Brook	Start/End T	imo Dave	Len Spo	oto	Rate Pri	Pta Typo		tals Amount
N15 WPTV 09/13/12 09/17/12	M-F 4p-5p	CM	4-5p	MTF	:30	0is 1	\$275.00 P-3	0.00 NM	3pois 1	\$275.00
	M-F 4p-5p	· · · ·	. 00	11	.00	•	Ψ=10.00.	0.00 1	•	Ψ2.0.00
Start Date End Date	Weekdays M TF	Spots/Week	Rate	Rating						
Week: 09/11/12 09/17/12 N16 WPTV 09/13/12 09/17/12	M-F 5-530p	CM	\$275.00 5-530p	0.00 TF	:30	1	\$1,600.00 FX	0.00 NM	1	\$1,600.00
	M-F 5-530p	· · · ·	o occp		.00	•	Ψ.,οσσ.σσ	0.00	•	ψ.,σσσ.σσ
Start Date End Date	<u>Weekdays</u> TF	Spots/Week	Rate COO CO	Rating						
Week: 09/11/12 09/17/12 N17 WPTV 09/13/12 09/17/12	M-F 5-530p	CM	\$1,600.00 5-530p	0.00 M	:30	1	\$550.00 P-3	0.00 NM	1	\$550.00
	M-F 5-530p	· · · ·	0 0004		.00	•	φοσοίσοι. σ	0.00 1	•	Ψ000.00
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>End Date</u>	<u>Weekdays</u> M	Spots/Week 1	Rate	Rating						
Week: 09/11/12 09/17/12 N18 WPTV 09/13/12 09/17/12	M-F 530-6p	CM	\$550.00 530-6p	0.00 TF	:30	1	\$1,600.00 FX	0.00 NM	1	\$1,600.00
	M-F 530-6p						* .,			**,******
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>09/17/12</u>	<u>Weekdays</u> TF	Spots/Week	<u>Rate</u>	Rating						
N19 WPTV 09/13/12 09/17/12	M-F 530-6p	CM	\$1,600.00 530-6p	0.00 M	:30	1	\$425.00 P-3	0.00 NM	1	\$425.00
	M-F 530-6p						,			•
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>09/17/12</u>	Weekdays M	Spots/Week 1	Rate \$425.00	Rating 0.00						
N20 WPTV 09/13/12 09/17/12	M-F 6-630p	CM	6-630p	M TF	:30	3	\$525.00 P-3	0.00 NM	3	\$1,575.00
	M-F 6-630p		,				*			* ,
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>End Date</u>	<u>Weekdays</u> M TF	Spots/Week 3	Rate	Rating						
N21 WPTV 09/13/12 09/17/12	M-F 630-7p	CM	\$525.00 630-7p	0.00 TF	:30	1	\$1,500.00 P-3	0.00 NM	1	\$1,500.00
	M-F 630-7p						* 1,222.22			**,
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>End Date</u>	Weekdays TF	Spots/Week 1	Rate \$1,500.00	Rating 0.00						
N22 WPTV 09/13/12 09/17/12	M-F 630-7p	CM	630-7p	M	:30	1	\$3,000.00 FX	0.00 NM	1	\$3,000.00
	M-F 630-7p		,				*-,			, -,
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>End Date</u>	<u>Weekdays</u> M	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
N23 WPTV 09/15/12 09/15/12		CM	6-630p	S-	:30	1	\$850.00 FX	0.00 NM	1	\$850.00
	Sa 6p		·				·			·
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>End Date</u>	Weekdays S-	Spots/Week 1	Rate \$850.00	Rating 0.00						
N24 WPTV 09/16/12 09/16/12		CM	6-630p	S	:30	1	\$850.00 FX	0.00 NM	1	\$850.00
	Su 6p		·							
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>End Date</u>	<u>Weekdays</u> S	Spots/Week	Rate \$850.00	Rating 0.00						
N25 WPTV 09/13/12 09/17/12	M-F 7-730p	CM	7-730p	M TF	:30	1	\$950.00 FX	0.00 NM	1	\$950.00
	M-F 7-730p		·				·			·
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>End Date</u>	<u>Weekdays</u> M TF	Spots/Week 1	Rate \$950.00	Rating 0.00						
N26 WPTV 09/13/12 09/17/12	M-F 730-8p	CM	730-8p	M TF	:30	1	\$950.00 FX	0.00 NM	1	\$950.00
	M-F 730-8p				-		,			
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 <u>End Date</u> 09/17/12	Weekdays M TF	Spots/Week 1	Rate	Rating						
N27 WPTV 09/15/12 09/15/12	Sa 7-8P	CM	\$950.00 7-8p	0.00	:30	1	\$175.00 P-1	0.00 NM	1	\$175.00
	Sa 7-8P		- 1	~		-	,		-	,
Start Date End Date	Weekdays	Spots/Week	Rate	Rating				ı		

Print Date: 01/02/13

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Contract / Revision

Contract / Revision 310812 Flight Dates 09/13/12-09/17/12 Hiatus Dates

<u>Original Date / Revision</u> 09/12/12/ 09/14/12 <u>Order Sep</u> 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Sked A 9.13-9.17 Estimate # 1768

										Tota	als
Ln Ch S	Start End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N27 WPTV 09	9/15/12 09/15/12		CM	7-8p	S-	:30	1	\$175.00 P-1	0.00 NM	1	\$175.00
		Sa 7-8P			5						
Start <u>C</u> Week: 09/11/		<u>Weekdays</u> S-	Spots/Week 1	Rate C175.00	Rating						
	/12 09/17/12 9/17/12 09/17/12		CM	\$175.00 10-11p	0.00 M	:30	1	\$950.00 P-1	0.00 NM	1	\$950.00
NZO WEIV O	9/17/12 09/17/12	Revolution	Civi	10-11р	IVI	.30	'	ф930.00 Г-1	U.UU INIVI	'	φ950.00
Start D	Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/		M	1	\$950.00	0.00						
N29 WPTV 09	9/15/12 09/15/12	•	CM	10-11p	S-	:30	1	\$500.00 FX	0.00 NM	1	\$500.00
		The Voice									
Start D		<u>Weekdays</u> S-	Spots/Week	Rate	Rating						
Week: 09/11/			1	\$500.00	0.00	.20	- 1	\$000 00 B 3	0.00 NM	,	#000 00
N30 WPIV U	9/16/12 09/16/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:1		:30	1	\$900.00 P-3	0.00 NM	1	\$900.00
Start D	Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/		S	1	\$900.00	0.00						
N31 WPTV 09	9/13/12 09/17/12	M-F 11-1135p	CM	11-1135p	TF	:30	1	\$725.00 P-1	0.00 NM	1	\$725.00
		M-F 11-1135p									
Start D		Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/11/		TF	1	\$725.00	0.00						
N32 WPTV 09	9/13/12 09/17/12	•	CM	11-1135p	M	:30	1	\$600.00 P-3	0.00 NM	1	\$600.00
Start D	Date End Date	M-F 11-1135p <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/11/		M	<u>3pois/vveek</u>	\$600.00	0.00						
	9/15/12 09/15/12	Sa-Su 11-1135p	CM	11-1135p	S-	:30	1	\$725.00 P-1	0.00 NM	1	\$725.00
		Sa-Su 11-1135p						•			,
Start D	Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/		S-	1	\$725.00	0.00						
N34 WPTV 09	9/16/12 09/16/12			1130p-1205a	aS	:30	1	\$600.00 P-3	0.00 NM	1	\$600.00
0, , ,		1130p-12x After I		5.	D ::						
Start E Week: 09/11/		<u>Weekdays</u> S	Spots/Week 1	Rate \$600.00	Rating 0.00						
	9/15/12 09/15/12		CM	1130p-1a	S-	:30	1	\$385.00 P-3	0.00 NM	1	\$385.00
1100 111 0	0/10/12 00/10/12	Sa 1130p-1a	Olvi	ттоор та	5	.00	•	ψοσο.σσ1 σ	0.00 14111		ψοσο.σσ
Start D	Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/	/12 09/17/12	S-	1	\$385.00	0.00						
N36 WPTV 09	9/13/12 09/17/12	•		1135p-1235a	TF	:30	1	\$275.00 P-1	0.00 NM	1	\$275.00
		M-F 1135p-1235a									
Start E		<u>Weekdays</u> TF	Spots/Week	Rate	Rating						
Week: 09/11/	/12 09/17/12 9/13/12 09/17/12		1	\$275.00 1235-0135a	0.00 TF	:30	1	\$75.00 D.0	0.00 NIM	4	¢75.00
NOT WELL OF	3/13/12 U9/11/12	M-F 1235-135a M-F 1235-135a	CM	1233-01358	Ir	.30	ı	\$75.00 P-3	0.00 NM	1	\$75.00
Start D	Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/11/		TF	1	\$75.00	0.00						
										•	07.007.00